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CHARLES E. TUTTLE COMPANY

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CH E TUTTLE CO
Line 1 3 50



December 20, 1960

Dear Member of the Minority,

I wonder if you recall that--

--One hundred generations before Jesus of Nazareth, China had a civilization so dazzling that its relics are still among the world's most prized art treasures.

--Two centuries before Columbus, Marco Polo astounded Europe with tales of "fine vineyards, fields and gardens," "cloth of silk and gold and many fine taffetas" he had viewed on travels through Afghanistan, Tibet, and Mongolia to Peking.

--Many years before their first appearance in the West, the wearing of trousers was common on the Asian steppes--where the wild horse was domesticated.

The list of "firsts" from the Far East could go on almost endlessly ...knowledge of astronomy in India eight centuries before the Greeks ...printing from wooden blocks in China five hundred years before Gutenberg...the common usage of "arabic" numerals, the decimal system and the mathematical zero in India three centuries before their introduction to the West.

TODAY-- more than half the world's people are making momentous new things happen in Asia--of which astonishingly little is recorded in the Western press!

Scholars who know--Arnold Toynbee, Reinhold Niebuhr, W.W. Rostow, former Ambassador Chester Bowles--have repeatedly reminded us that this vast and complex continent is now charged with the excitement of a regional renaissance for which there is no precedent in modern history.

And that is why I am writing to you and to a select number of others like yourself--members of the "minority" of the American reading public whose intellectual, economic and esthetic interests may reach beyond any provincial nationalistic or temporal out-of-point.

For the absurd fact is that, while our ordinary means of communication are crammed with trivia concerning America and Europe, the portentous story of Asia is accorded scant mention, or none at all.

We propose, therefore, to redress the journalistic "news vacuum" from Asia--and to do so dramatically and forthwith.

The means envisioned is a striking new periodical devoted exclusively to the many diverse affairs of Asia. In physical format, it will be a quarterly of around 200 pages -- four huge issues a year -- entirely free from the distractions of advertising, and richly illustrated in black and

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white and full color. Each issue will be handsomely bound in hand-worked hard covers to give it the permanence of a finely made book.

The name of the new periodical will be ASIA.

The enclosures will tell you more about its content than I can cover here, but reduced to barest essentials, the scope of ASIA will reach across three major fields:

- 1) News about Asia - comprehensive and varied, but organized into meaningful long-range patterns as in Fortune and similar publications-- comprising interpretations in depth rather than superficial bits and fragments.
- 2) The Asian Conversation - first-person articles by leading personages such as Nehru, Chiang, Soekarno, Stevenson; on such a level as to be a major forum of international discussion.
- 3) Asia's Culture and History - with the world's richest storehouse to draw from, we will present masterpieces in lavish illustration (see sample enclosed) in both black and white and in color -- often on fine Oriental papers.

In its view of history, ASIA will be concerned most with the present and future, although it will not slight the past. In its consideration of politics, it will avoid narrow bias and dogmatic formulation (ASIA has no "cause" to push other than journalistic balance). When learned, it will not be pedantic. It will not promise to avoid being controversial, or even, on occasion, wrong. But it will promise never to be dull, vulgar or condescending.

Perhaps any description of a publication not yet in being should include not only what it will contain, but what it will not. ASIA will not, for instance, laboriously explain that there is a distinction between "geisha-girls" and prostitutes; nor outline the tenets of Zen Buddhism for beatniks in Chicago; nor purport to reveal the inner metaphysical significance of the work of obscure Urdu poets.

It will try to reflect truly and tastefully, the important facts of life -- now largely ignored -- of the world's biggest and most populous continent. It will be a medium of considered information rather than excited, haphazard opinion.

It may be advisable to stress again that ASIA is, by no means a magazine for every reader. Rather, it is intended for a limited number of Americans and others who have traveled in Asia or who hope to do so; who have economic, professional or personal concerns there; or who may simply be intelligently interested.

The purpose of this announcement is, quite frankly, to determine whether there are enough such readers to make such a publication viable.

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The editor of the magazine will be Noel F. Busch, whose literary and practical qualifications include top editorial posts on both Time and Life as well as several years of varied experience in different Asian countries as a representative of The Asia Foundation. As publishers, our experience includes substantial success in building up, within the last decade, a list of over 300 titles in the field of "Books to Span the East and West."

If -- but only if -- you feel after examining the several enclosures that ASIA will be a valuable addition to your already substantial list of reading, we hope you will permit us to include you among the original charter subscribers to ASIA.

By sending the postpaid card now, prior to publication, you will be assured of receiving a copy of the very first issue as it comes from the presses. And if you mail your reservation to us before February 15, 1961, you may take advantage of a special pre-publication price of ten dollars per year as outlined in the printed announcement.

Sincerely,



Charles E. Tuttle, President
CHARLES E. TUTTLE CO., Publishers

Announcing:

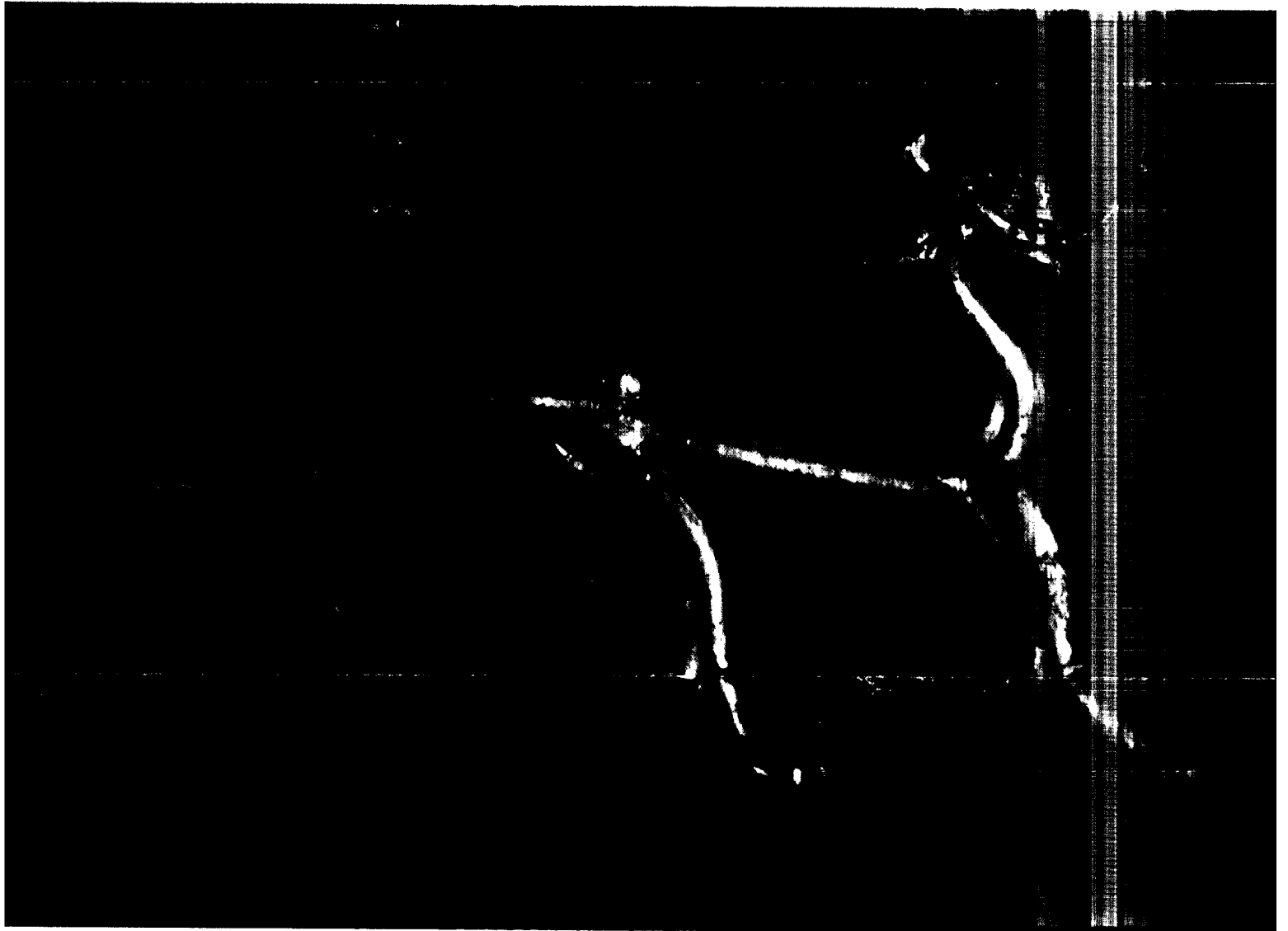
A NEW PERIODICAL IN BOOK FORM

ASIA

THIS IS A SAMPLE OF THE SUPERB COLOR REPRODUCTIONS

— SHOWN HERE IN ACTUAL PAGE SIZE —

THAT WILL GRACE EACH ISSUE OF ASIA



*GILT BRONZE DRAGON. Ca. A. D. 200. Han period. 2 3/5" high, 4 4/5" long.
Courtesy of the Fogg Museum, Cambridge, Massachusetts*

CHARLES E. TUTTLE COMPANY: PUBLISHERS

ASIA is for the
ENTIRE FAMILY

The enormously varied resources of the Far East will capture the interest of all members of your family—of whatever sex or age. For example, **Creative Home-making** for women. Many of the smartest contemporary decorating ideas stem directly from the East. **ASIA** will bring you richly illustrated articles on Flower Arrangement; clothes; the tea ceremony; breath-taking photographs of lovely Oriental gardens.

First-hand views of **Business** for men. Steel-making is the national status symbol of the new Far East. Japan has recently supplanted France as the fifth-largest steel producing country.

Indian steel is headed for 6 million tons within the next two years. Discounting exaggerations, Communist China now produces over 10 million tons. What effects will these prodigious growths have upon the balance of future economic opportunity?

Politics. In the political arena, no fewer than eleven new Far Eastern governments have been admitted to the UN since its founding in 1945. The great statesmen and other public figures who control Asian destinies will speak to you face-to-face in **ASIA**—not in spasmodic bulletins or occasional reports, but in thoughtful, penetrating analyses and interpretations of major developments. **ASIA** will bring you authorities *who know!*

Culture and the Arts. Only the roots of Asian culture are in the past; much of its finest flowering is taking place today. In land after land, a vibrant cult of contemporary artists, designers, and architects are turning out modern masterworks. Competition for the key Central terminal of New York's International Airport was recently won by Canton-born Ieoh Ming Pei, gifted Chinese architect. Drawing on the ancient Japanese *hanitso*, Isamu Noguchi has become world-famous for his classic modern lamps, designs, and stage-settings.

News. The Japanese Economy: how does it operate to enable 90,000,000 inhabitants in an area smaller than California to maintain the highest living standard in Asia? The Soviet Aid Program in Burma: a comedy of horrifying blunders that make the worst U. S. mistakes look trivial by comparison. **People.** A profile of U Nu of Burma; Soekarno of Indonesia; Ikeda of Japan; and articles by comparable authorities. **Debate.** Is Democracy the most practical form of government for new nations? (Many scholars, such

as Reinhold Niebuhr, think not.) Neutrality as a policy; what is its practicality and promise? **History.** Hong Kong—the astounding story of Britain's best Crown Colony, from the Opium Wars to the present. **Art.** The Chinese Art Treasures hidden on Taiwan. Philippine Music: why it sets the modern standard for most of the Orient. **Sport.** Trout-fishing in Kashmir—how good it is and how to arrange it. Golf in Japan; golf in Ceylon.

Travel. Hokkaido: is it really worth a three-day trip from Tokyo, and, if so, why? Bali—how the travelers' tales compare with reality. **Child-Rearing.** Although totally permissive with infants up to four years, the Japanese produce the world's best adult manners. How it's done, despite Dr. Spock. **Plus:** Color reproductions on special paper of Asian art masterpieces—unbound so as to be free for framing or for other decorative or historical interest.

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Announcing: A NEW PERIODICAL IN BOOK FORM

ASIA



"I believe that the history of our time will hereafter be written largely in Asia... The most critical decisions will probably be made not only in the Americas and Europe, but in such Asian capitals as Bangkok, Karachi, New Delhi, Rangoon, Djakarta, Manila and Tokyo..."

CHESTER BOWLES

AN ASIAN RENAISSANCE

More than half of the world's people live in Asia. Of its fourteen Eastern nations, only three—Taiwan, the Philippines and India—possessed free governments at the time of the founding of the UN in 1945. Today, there are eleven others. The crucial "Asian-African Bloc" in the UN contains twice as many nations as the "Western Bloc"—and represents three times as many people!

Direct descendants of our oldest and richest cultures, these vast millions are now charged with the widespread excitement of a regional renaissance for which history may hold no precedent. Some have viewed this new awakening with hope, some with concern. But no one who has recently seen Asia at first-hand—whether through the eyes of a statesman, businessman, scholar, or traveller—has long remained unmoved.

LITTLE INFORMATION AVAILABLE

Perhaps these statements seem strange or overdrawn to you. If so, *that is our point exactly!* For the astonishing thing is that, despite its actuality and the awareness of a few, the present state of Asia is largely ignored by Western civilization—and, above all, by the very information sources on which we have come to rely.

WE PROPOSE, THEREFORE, TO CLOSE THIS GAP—WITH A DRAMATIC NEW KIND OF PERIODICAL TO BE CALLED SIMPLY—**ASIA**.

ASIA will be a handsome 200 or so-page quarterly of news, articles, pictures, and text. Each of the four huge issues a year—twice the size of most periodicals—will be richly printed in black and white and in full color. Many sections, inserts, and maps will be on exquisite papers. Each issue will be bound in hand-worked hard covers to give it the permanence of a finely made book. Importantly—**ASIA** will contain no advertising to detract or distract.

The content of **ASIA** will be as varied as the resources of the continent itself. It will consist broadly of: 1) Comprehensive and

organized news of latest Asian developments; 2) First-person articles by leading public figures such as would be given ordinarily only to privileged journals. 3) Lavish photographs and illustrations of Asia's history and culture. A sampling of specific material scheduled for early publication is shown in the box below.

WRITTEN BY AUTHORITIES

The people who will write for **ASIA** include the very personages who are guiding the destinies of their countries... they will include celebrated writers of history and fiction, of biography and travel... they will include the resident correspondents and observers stationed in Asian capitals, who know their communities intimately. **ASIA** will be written maturely for inquiring minds, to be read with intellectual profit and aesthetic pleasure.

FOR A SELECT AUDIENCE

Of necessity, **ASIA** will not be a magazine to interest everyone. Those for whom it is edited are persons who are fortunate enough to have known Asia already, or who hope to know it someday; those who already have, or might acquire, interests that will be affected by the events of Asia; those who are students of world affairs and want to be more fully informed than they are at present.

This first announcement of **ASIA** is being made in advance of publication. We invite you—if this description fits some interest of yours—to reserve a charter subscription and receive as a collector's item the very first issue; to examine it in your home at first-hand. A year's subscription—four permanent volumes per year—is ten dollars. (Single issues will be available at bookstores for three dollars.) Your subscription is cancellable at any time. SEND NO MONEY with your reservation—but be sure to mail the coupon below if you wish to become an advance charter subscriber to this important new publication. This may be your only chance to reserve in advance.

A TYPICAL ISSUE OF ASIA MIGHT CONTAIN:

SEND NO MONEY But Save Money with This Coupon

ASIA, Subscription Dept., 605 West 115th Street, New York 25, N. Y.

I would like to have a one-year charter subscription to **ASIA** reserved for me on the terms outlined above. Please reserve Gift Subscriptions for me (names and addresses to be sent to you later).

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I understand that if for any reason the first copy of **ASIA** you send me does not come up to my expectations, my subscription is cancellable at any time. You can then bill me for only \$3.00, the price of a single copy.

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